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– Raleigh –

PNC Plaza
301 Fayetteville Street
Suite 1700
Raleigh, NC 27601
Thursday, July 11, 2019

8:30 Breakfast, Registration, and One-on-One sign-up

9:00 – 9:05 Opening Remarks
Shirreef Loza
Director
U.S. Commercial Service - Raleigh
U.S. Department of Commerce | International Trade Administration

9:05 – 9:15 Welcome / Speaker Identification
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration

9:15 – 9:45 Protecting your Patents in the United States
Elizabeth L. Dougherty
Atlantic Outreach Liaison
Office of the Under Secretary and Director
United States Patent and Trademark Office

9:45 – 10:15 Protecting your Trademarks in the United States
Craig Morris
Managing Attorney for Trademark Educational Outreach
United States Patent and Trademark Office

10:15 – 10:25 Break

10:25 – 10:55 Copyright and Your Business's Creative Works: How Copyright Impacts You
Jalyce E. Mangum
Attorney-Advisor
Office of the General Counsel
U.S. Copyright Office

10:55 – 11:25 CBP’s IPR Border Enforcement Regime
W. Richmond Beevers
Attorney-Advisor
Intellectual Property Rights Branch
U.S. Customs and Border Protection, DHS

11:25 – 11:35 Break

11:35 – 12:00 Group Exercise: Share Your Good, Bad, or Ugly IP Experiences
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration
12:00 – 1:00  Lunch (provided)

12:30 – 1:00  Lunchtime One-on-Ones (10 min sessions)
Sign-up sheet available during morning registration and through-out the day.

1:00 – 1:30  Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat
Eric M. Proudfoot
Supervisory Special Agent
Federal Bureau of Investigation | Intellectual Property Rights Unit
National Intellectual Property Rights Coordination Center

1:30 – 2:00  Reporting IP Violations and Representing America’s Genius to the World: IP in Diplomacy
Joseph Giblin
Liaison Officer to the National Intellectual Property Coordination Center and Foreign Service Officer
Office of Intellectual Property Enforcement
U.S. Department of State

2:00 – 2:30  Protecting your Intellectual Property in Online Markets
Rachel Salzman
International Trade Specialist
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration

2:30 – 2:40  Break

2:40 – 3:10  Interactive Group Exercise: Participants Build a Business, Identify Their IP, and Learn How to Protect it in Export Markets
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration

3:10 – 3:30  How am I Going to Pay for All This? Financing Solutions for IP
Daniel W. Holt
Regional Export Finance Manager
Office of International Trade
U.S. Small Business Administration

3:30 – 3:35  Closing Remarks
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration
3:40 – 5:00  **One-on-One Consultations**  
*10 min sessions. Sign-up sheet available during morning registration and throughout the day.*

Shirreef Loza (U.S. Commercial Service - Raleigh)  
Benjamin Hardman (DOC – International Trade Administration)  
Elizabeth L. Dougherty (Patents) (U.S. Patent and Trademark Office)  
Craig Morris (Trademarks) (U.S. Patent and Trademark Office)  
Jalyce E. Mangum (U.S. Copyright Office)  
W. Richmond Beevers (CBP – U.S. Customs and Border Protection)  
Daniel W. Holt (Small Business Administration)  
Joseph Giblin (U.S. Department of State)  
Rachel Salzman (DOC – International Trade Administration)  
Eric M. Proudfoot (Federal Bureau of Investigation)  
Jennifer Simpson (Export – Import Bank)

3:40 – 5:00  **Get On-Site Help with the Recordation Process (40 minutes)**  
*On-site assistance is made available by CBP staff to navigate the recordation application portal and process. Sign-up sheet available during morning registration and through-out the day.*

3:40 – 5:00  **Apply for Copyright Registration (20 min sessions)**  
*Copyright Office staff will be on-site to help you with the application required to register your work online. Sign-up sheet available during morning registration and through-out the day.*